

Notice of Public Meeting of the Design and Historic Review Commission of the City of Yuma

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Design and Historic Review Commission of the City of Yuma and to the general public on that the Design and Historic Review Commission will hold a meeting open to the public on October 11, 2023 at 4:00 p.m. in the City Hall Council Chambers, One City Plaza, Yuma, AZ. The Agenda for the meeting is as follows:



Design and Historic Review Commission Agenda

*City Hall Council Chambers
One City Plaza*

Wednesday, October 11, 2023 4:00 p.m.

Public comment regarding any **agenda** item can be provided in written format to the Design and Historic Review Commission at email address planning@yumaaz.gov no later than 15 minutes prior to the start of the scheduled meeting. Comments received timely will be read into the record when the referenced agenda item is discussed.

CALL TO ORDER

APPROVAL OF MINUTES

September 27, 2023

ITEMS REQUIRING COMMISSION DISCUSSION AND/OR ACTION

HISTORIC DISTRICT:

PRELIMINARY REVIEWS

None

CASES REQUIRING ACTION

1. **DHRC-41809-2023:** *This is a request by Greg LaVann of the Yuma Children's Museum, on behalf of Cunningham Sample, LLC., for historic review of new wall-mounted signage in the Brinley Avenue Historic District. The property is located at 200 S. Main Street, Yuma, AZ. (Continued from September 27, 2023)*

AESTHETIC OVERLAY

PRELIMINARY REVIEWS

None

CASES REQUIRING ACTION

1. **DHRC-41884-2023:** *This is a request by Mike Hills of PHNX Design, LLC, on behalf of Yuma Plaza De, LLC, for design review for a new Burros and Fries restaurant in the General Commercial / Aesthetic Overlay (B-2/AO) District, for the property located at 1680 S. Pacific Avenue, Yuma, AZ.*

COMMISSION DISCUSSION

None

INFORMATION ITEMS

1. Staff
Administrative Approvals:
Historic District
None
Aesthetic Overlay
None
2. National Heritage Area
3. Commission
4. **Public** - Any member of the public may request to address the Historic District Review Commission on matters that are not listed on the Commission agenda. The Historic District Review Commission cannot discuss or take legal action on any matter raised unless it is properly noticed for discussion and legal action. At the conclusion of the call to the public, individual members of the Commission may respond to criticism made by those who have addressed the Commission, may ask staff to review a matter or may ask that a matter be placed on a future agenda. All Historic District Review Commission meetings are recorded.

ADJOURN

A copy of the agenda for this meeting may be obtained at the office of the City Clerk at City Hall, One City Plaza, Yuma, Arizona, 85364, during business hours, Monday through Friday, 8:00 A.M. to 5:00 P.M. In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the City of Yuma does not discriminate on the basis of disability in the admission of or access to, or treatment or employment in, its programs, activities, or services. For information regarding rights and provisions of the ADA or Section 504, or to request reasonable accommodations for participation in City programs, activities, or services contact: ADA/Section 504 Coordinator, City of Yuma Human Resources Division, One City Plaza, PO Box 13012, Yuma, AZ 85366-3012; (928) 373-5125 or TTY (928) 373-5149.

Notice is hereby given, pursuant to the Yuma City Code, Title 15, Chapter 154, Section 02.01, that one or more members of the Design and Historic Review Commission may participate in person or by telephonic, video or internet conferencing. Voting procedures will remain as required by the Yuma City Charter and other applicable laws.

**Design and Historic Review Commission Meeting Minutes
September 27, 2023**

A meeting of the City of Yuma Design and Historic Review Commission was held on Wednesday, September 27, 2023 at City Hall Council Chambers, One City Plaza, Yuma, Arizona.

DESIGN AND HISTORIC REVIEW COMMISSION MEMBERS present included Chairman Tom Rushin, Vice Chairman Amanda Coltman, Commissioners Chris Hamel, James Sheldahl, and Sandra Anthony. Commissioners Juan Leal-Rubio and William Moody were absent.

STAFF MEMBERS present included Alyssa Linville, Director of Planning and Neighborhood Services; Jennifer Albers, Assistant Director of Planning; Robert Blevins, Principal Planner; Amelia Domb, Senior Planner; Erika Peterson, Associate Planner; Rodney Short, Deputy City Attorney and Alejandro Marquez, Administrative Specialist.

Chairman Tom Rushin called the meeting to order at 4:00 p.m. and noted there was a quorum present.

APPROVAL OF MINUTES

July 26, 2023

Motion by Commissioner Chris Hamel, second by Vice-Chairman Amanda Coltman to APPROVE the minutes of July 26, 2023. Motion carried unanimously, (5-0) with two absent.

ITEMS REQUIRING COMMISSION DISCUSSION AND ACTION

DHRC-41808-2023: *This is a request by Sam Lewis, on behalf of the City of Yuma, for historic review of a new shade structure to be located on the back side of the existing building, in the Main Street Historic District. The property is located at 270 S. Main Street, Yuma, AZ.*

Amelia Domb, Senior Planner summarized the staff report and recommended **APPROVAL**.

QUESTIONS FOR STAFF

None

APPLICANT / APPLICANT'S REPRESENTATIVE

None

PUBLIC COMMENT

None

Motion by Commissioner Chris Hamel, second by Commissioner James Sheldahl, to APPROVE Case Number DHRC-41808-2023 as presented. Motion carried unanimously, (5-0) with two absent.

Chairman Tom Rushin declared a conflict of interest, recused himself from DHRC-41809-2023, and turned the meeting over to **Vice-Chairman Amanda Coltman**.

DHRC-41809-2023: *This is a request by Greg LaVann of the Yuma Children's Museum, on behalf of Cunningham Sample, LLC., for historic review of new wall-mounted signage in the Brinley Avenue Historic District. The property is located at 200 S. Main Street, Yuma, AZ.*

Robert Blevins, Principal Planner summarized the staff report and recommended **DENIAL**.

QUESTIONS FOR STAFF

Commissioner James Sheldahl asked if most of the signs in the downtown area comply with the City's guidelines. **Blevins** replied yes, if the signs had permits and were approved. **Commissioner James Sheldahl** then asked if there had been any approved signs that were not in compliance with the City's guidelines. **Blevins** answered no, if there was a sign that was not in compliance it would be reported to the City's Code Enforcement department.

Commissioner Chris Hamel asked if the reason for denial was not just for the size of the sign but also the number of colors. **Blevins** replied correct. **Commissioner Chris Hamel** then asked if the proposed sign had 5 different colors. **Blevins** replied yes. **Commissioner Chris Hamel** asked if the sign was only to be located on the front of the building not the side. **Blevins** answered yes. **Commissioner James Sheldahl** then asked if a sign was placed on the side of the building would it also require approval by the Commission. **Blevins** replied yes, if it was a mural not an advertisement.

APPLICANT / APPLICANT'S REPRESENTATIVE

Greg LaVann, 200 S. Main Street, Yuma AZ, gave a brief presentation about the sign for the Childrens Museum.

Commissioner Chris Hamel stated that he liked the design of the sign, then asked if the sign was the size that the City's guidelines require it to be would it not have the same impact that the larger sign would have. **LaVann** answered no.

Commissioner Sandra Anthony stated that she was in favor of the proposed sign.

Commissioner Chris Hamel asked for clarification of which color was to be used on the storefront. **LaVann** replied the darker blue color was to be used because of the way it complements the proposed sign. **Commissioner Chris Hamel** stated if the color was to the correct standards. **LaVann** answered yes.

Commissioner James Sheldahl asked Blevins are all the sign guidelines uniform regardless of the use of the building. **Blevins** replied yes, and then stated that the sign guidelines are also based on the size of the buildings.

Commissioner James Sheldahl commented that he liked the bigger sign, but he understands that there are guidelines that are needed to be followed in order to make a decision and that he hopes that if the proposed sign is denied by the Commission that staff and the applicant can come to an agreement on the sign.

LaVann stated that he understands that there should be some compromise with the size, but he would like to keep the style and colors of the sign because it is the museum's logo.

Commissioner Chris Hamel stated that he liked the colors and the fact that the bigger sign says Yuma County on it, and that he hopes staff and the applicant can come to an agreement on the size of the sign.

Vice-Chairman Amanda Coltman stated she also liked the overall design of the proposed sign, and then stated if the sign is denied she hopes that a middle ground can be found with staff and the applicant.

Blevins noted that signs that are presented to staff that do not meet the guidelines are usually negotiated and redone before they are presented to the commission for approval. **Blevins** went on to say that if the Commission does not approve the proposed sign staff would need the dimensions of what the sign needs to be as directed by the Commission.

Commissioner Chris Hamel referred to a previously approved sign and asked if that particular sign had been shrunk to the appropriate size before it was presented to the Commission.

Blevins replied yes, and that there are other signs in the area that were negotiated before they were presented and approved by the Commission.

Commissioner James Sheldahl commented that he does not feel that a compromise should be made at the hearing.

Vice Chairman Amanda Coltman agreed.

Commissioner Chris Hamel also agreed.

Rodney Short, Deputy City Attorney stated it seems that the Commission may need more information from the applicant and staff to be able to make a decision, and that the case could be continued to a different hearing date.

Commissioner James Sheldahl commented that a continuance may be a good idea so that a decision could be made.

LaVann stated that the museum is going to have a Gala on November 3rd and would like to paint the building before the event.

Vice Chairman Amanda Coltman asked if a vote could be made for just the painting of the building.

Jennifer Albers, Assistant Director of Planning clarified that the application before the Commission is just for the sign not the color of the building and that a vote to approve to paint is not necessary because the color had previously been approved by staff.

PUBLIC COMMENT

Art Morales, 1565 S. 34th Avenue, Yuma, Az, commented that he is speaking on behalf of his 5-year-old daughter who would be one of the future users of the museum, and who will be excited to see the sign. **Morales** also stated that the size of the sign would not cause any harm to anyone on the road or the pathway. **Morales** then commented to look at future buildings in the area that are more modern than historical, and that the downtown area was changing, and that the commission should review and maybe update its policies to keep up with the changes. **Morales** went on to say that we should be showcasing the vibrancy of our community and enhancing the colors of our downtown area. **Morales** then asked the Commission to consider approving the Childrens Museums sign.

Lois Haley, Founder of the Childrens Museum, commented that the idea to open the museum came to her in 2013 and that it took 10 years to come into reality. **Haley** stated when the location of where the museum was discussed she asked her board that she wanted it in the downtown area, because not only would it benefit both the children of Yuma and the surrounding businesses by attracting the public to the area. **Haley** then commented the logo came from a contest that they held, and that a student from San Pasqual was the designer. **Haley** then asked the Commission not to change the colors of the logo and the design, because of its representation of Yuma County.

Motion by Commissioner Chris Hamel, second by Commissioner Sandra Anthony, to CONTINUE Case Number DHRC-41809-2023 to the next hearing date of October 11, 2023. Motion carried unanimously (4-0) with two absent and one recused.

Vice-Chairman Amanda Coltman returned the meeting to **Chairman Tom Rushin**.

COMMISSION DISCUSSION

None

INFORMATION ITEMS

Staff

Memorandum: Policy for Consideration of color changes following DHRC approvals.

Jennifer Albers, Assistant Director of Planning, discussed the “Policy for Consideration of color changes following DHRC approvals”.

Robert Blevins, Principal Planner stated that one of the reasons for the new policy was because of a previous case where the applicant made changes after the original design was approved.

Commissioner Chris Hamel stated he likes the way the policy was written, and then stated maybe we should also look at the amount of painted area that has been changed versus what was recommended, and how much of a change would it require to come back to the Commission for approval. **Albers** replied that it had been an all or nothing change to the area, then stated that maybe a discussion is needed to figure out how much of a change to the painted area would cause staff to require an approval of the Commission. **Albers** then stated that staff could add a percent of change that would require Commission approval. **Commissioner Chris Hamel** stated that he would like staff to make the decision regarding how much of a change was made.

Vice-Chairman Amanda Coltman agreed with Commissioner Chris Hamel.

Chairman Tom Rushin stated that he approved of the language that was presented, and then stated that there needs to be some room for exceptions on certain projects to be approved.

Blevins commented the staff doesn't want to overstep their decision making of the Commission, and that some boundaries are needed to be discussed. **Blevins** then referred to the Administrative Approvals where staff was allowed to make decisions without the Commission's approval.

Chairman Tom Rushin stated the administrative approvals were discussed over a few months to decide on what types of approvals that staff could make.

Vice-Chairman Amanda Coltman asked what the consequences were if an applicant does not follow the guidelines in the new policy. **Blevins** replied that it could be referred to the Code Enforcement department. **Commissioner James Sheldahl** asked how high on the Code Enforcement priority list would these types of violations be. **Albers** replied that all violations are addressed as they come in.

Rodney Short, Deputy City Attorney, stated if everyone is following a set of guidelines it sets a precedence on property and how you run your property, if someone were to go way beyond those guidelines and the neighboring properties were detrimentally affected by it they would have a case for civil remedy.

Chairman Tom Rushin stated since this is not an action item there is no need to vote on this matter, then asked if there was any direction that the commission would like to give staff.

Commissioner Chris Hamel agreed that this is not an action item, then stated that some constraints should be put in place and that there should be further discussion on what would happen if an applicant went outside of the guidelines.

Commissioner James Sheldahl agreed that the language that was presented was appropriate, and that there should be some exceptions to some proposals even after the initial approval was made. **Commissioner James Sheldahl** then asked but what if the applicant goes beyond the guidelines would there be some civil liabilities toward the Commission if an exception was made.

Rodney Short, Deputy City Attorney, answered that the commission follows certain guidelines but if an exception was made that barely exceeds the guidelines and does affect the neighboring businesses there should not be an issue.

Chairman Tom Rushin commented the reason for administrative approvals on the agenda was created was so that the proposals can be approved by staff and did not need the approval of the Commission, but if a project goes beyond the guidelines, it is then reviewed by the Commission. **Chairman Tom Rushin** then commented about how and why the Commission was formed.

Chairman Tom Rushin asked if staff had anything more to add to the policy please do so, and then present it to the Commission.

Jennifer Albers, Assistant Director of Planning, stated per the Chairmans request staff had printed out new copies of the Historic Districts Maps and made available to the Commission.

Administrative Approvals

Historic District

DHRC-40808-2022: *This is a request by Signmasters, on behalf of Debra and David Mansheim, for review of a new wall-mounted sign for Dosis VR Games in the Main Street Historic District. The property is located at 245 S. Main Street, Yuma, AZ.*

DHRC-40781-2022: *This is a request by the City of Yuma to replace the front doors on City Hall in the Main Street Historic District. The property is located at One City Plaza, Yuma, AZ.*

DHRC-40540-2022: *This is a request by Air Central Heating and Cooling, on behalf of Bob Lutes, for new rooftop A/C equipment, to be located at 221 S. Main Street, in the Main Street Historic District, Yuma, AZ.*

DHRC-41581-2023: *This is a request by Hansberger Refrigeration and Electric, on behalf of Cunningham Sample, LLC., for historic review of the replacement of roof-mounted air conditioning equipment in the Brinley Avenue Historic District. The property is located at 200 S. Main Street, Yuma, AZ.*

Aesthetic Overlay

DHRC-41585-2023: *This is a request by Yuma Electric Service, on behalf of Sharon L. Miller, for a new outdoor generator for the property located at 1463 E. 10th Street, in the General Commercial/Aesthetic Overlay (B-2/AO) District., Yuma, AZ.*

Chairman Tom Rushin acknowledged the Administrative Approvals.

National Heritage Area

Chairman Tom Rushin stated he will extend an invitation to Cathy Douglas and ask for a presentation on the Heritage Area.

Commission

Commissioner James Sheldahl stated he recently visited the city of Phoenix's Art District, and then asked is there a difference in public art and signage because what he noticed was that they used both types to advertise their businesses and that it added vibrancy to the district. **Commissioner James Sheldahl** then stated if there was any guidance to the Yuma Main Street area on what kind of art can be used as signage. **Chairman Tom Rushin** commented that maybe staff could reach out to find out what type of district it represents, and then stated that there is some art located in the downtown area.

Robert Blevins, Principal Planner stated that staff provided copies of the Main Street Guidelines to all the Commissioners for review and future discussion and to possibly make additions or changes.

Public Comment

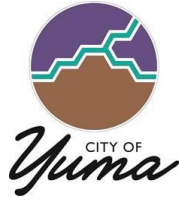
None

ADJOURNMENT

The meeting was adjourned at 5:05 p.m.

Minutes approved this _____ day of _____, 2023.

Chairman



STAFF REPORT
TO THE DESIGN AND HISTORIC REVIEW COMMISSION
CASE #: DHRC-41809-2023
DEPARTMENT OF PLANNING AND NEIGHBORHOOD SERVICES
 COMMUNITY PLANNING
 CASE PLANNER: BOB BLEVINS

Hearing Date: October 11, 2023

Case Number: DHRC-41809-2023

Project Description/Location: Updated report continued from September 27, 2023 DHRC

This is a request by Greg LaVann of the Yuma Children’s Museum, on behalf of Cunningham Sample, LLC., for historic review of new wall-mounted signage in the Brinley Avenue Historic District. The property is located at 200 S. Main Street, Yuma, AZ.

Location Map:



Location Specific Information:

Aesthetic Overlay:	N/A
Historic District:	Brinley Avenue Historic District
Parcel Number:	633-44-102
Historic Listing Status:	Individually-listed Sanguinetti Store
Address:	200 S. Main Street
Property Owner:	Cunningham Sample, LLC
Property Owner's Agent	Greg Lavann
Zoning of the Site:	OT/H/IO/BB
Existing Land Use(s) on the Site:	Children's Museum of Yuma County
Surrounding Zoning and Land Uses:	
○ North:	OT/H/IO/BB: Yuma County Offices
○ South:	OT/H/IO/BB: Vacant Retail building
○ East:	OT/H/IO/BB: Offices/Retail buildings
○ West	OT/H/IO/BB: Vacant Offices/Parking lot
Related Actions or Cases:	HR97-008 (Call Task); HR98-16 (Gustaf's); HR2008-050 (Brazilian Jiu-Jitsu).
Land Division Status:	Parcel is a legal lot of record
Flood Plain Designation:	Zone X

Description of Proposed Project / Background / Use:**The Proposal:**

The Children's Museum of Yuma County is now proposing a new wall-mounted signage on the front façade of the canopy on Main Street with a total square footage of 51.7 sq. ft. The new proposed sign has a maximum of 24 inch high letters on "a white Aluminum Composite Material (ACM) outline. . . will cut that shape on a router."

The previous proposal had sign letters of 30 inches in height and a total sign size of 200 sq. ft.

History:

The contributing structure was built in 1900 for E. F. Sanguinetti for his general merchandise store and office. Later it was occupied by Imperial Hardware. The prominent corner building contributes to the Brinley Avenue Historic District due to its age and appearance- retaining some vestige of its brick construction origins.

The Historic District Guidelines:

The City of Yuma Main Street Historic District Design Guidelines, which also encompasses the Brinley Avenue Historic District, has dimensional standards for wall-mounted signage. The Guidelines are based, in general, on the dimensions of the storefront on which the sign is to be placed.

In the Guidelines, relating to signs, the Introduction states:

"In many American communities like Yuma the visual distinction between the traditional downtown business district and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses downtown to adopt the large-scale signs used on the strip or along commercial highways. In those locations, signs need to be large to attract the attention of motorists whizzing past.

“But established downtown pedestrian-oriented commercial areas were designed to accommodate shoppers strolling along sidewalks and motorists driving at slower speeds. Such a pace allows people to take in more of the surroundings at a glance, including signs scaled more appropriately to the pedestrian’s environment.

“Along the vehicular commercial strip of the City of Yuma, businesses in relatively nondescript buildings often rely on large, flashy signs to attract attention. In contrast, the Main Street Historic District offers an exciting variety of building types, architectural styles, materials, and well-crafted details that form a distinctive, memorable context for individual businesses.

“Thus, large signs are not only out- of-scale here, they also overwhelm the very architectural features that make the Main Street Historic District special.”

Proposal Compared to Guidelines:

To determine the appropriate dimensions for wall-mounted signage, the Guidelines recommend:

Storefronts 30 feet wide or less	Maximum 12 inch high letters
Storefronts 30 feet to 60 feet wide	Maximum 18 inch high letters
Storefronts 60 feet or greater width	Maximum 24 inch high letters

This proposal meets the spirit of the Guidelines and might be appropriate on the large expanse of wall with the sign mounted higher than some others on Main Street, due to the exceptionally-large façade. The style of the sign with the backing following/shadowing the letters adds some dimension- the appearance of depth. This helps to keep the sign from looking flat and focuses on the letters. The new proposal also looks not as heavy as the previously-suggested 200 square feet of backing.

Plus with the artwork/logo being separate- this helps visually to fill up the space yet not be overpowering.

Additionally, the Guidelines recommend the total sign area to be limited to one square foot of signage per one linear foot of the business establishment frontage. This new proposal meets that guideline and now that the artwork/logo is separate- it will not count towards the sign square footage.

The proposed wall-mounted sign does not meet another Guideline, which is to limit the colors to three on a single sign. However- with the reduced lettering height and new backing design, this is perhaps a minor issue.

“Too many colors overwhelm the basic function of communication. The colors compete with content for the viewer’s attention. Limited use of the accent colors can increase legibility, while large areas of competing colors tend to confuse and disturb.”

Comparing this proposal to the Main Street Design Guidelines:

- Wall-mounted sign maximum sq. ft. is based on storefront linear feet. The storefront is 53 linear feet- so the maximum would be 53 sq. ft. The proposed sign is 51.7 sq. ft.

- Wall-mounted sign lettering height is based on storefront linear feet. The storefront is 53 linear feet- so the maximum letter height is 18 inches. The proposed sign has letters of approximately 24 inches in height.
- Limit the colors to three per sign. The lettering in the proposed sign has five colors.

Conclusion:

The new proposal meets the important visual dimensional standards and is in the spirit of the Guidelines, while not overpowering other businesses in this district.

Staff Recommendation: Staff recommends **APPROVAL** of the request for new wall-mounted signage in the Brinley Avenue Historic District, subject to the conditions outlined in Attachment A.

Suggested Motion: Move to **APPROVE** DHRC-41809-2023 as presented, subject to the staff report, information provided during this hearing, and the conditions in Attachment A.

Effect of the Approval: By approving the request, the Design and Historic Review Commission is authorizing the request by Greg LaVann of the Yuma Children’s Museum, on behalf of Cunningham Sample, LLC., for historic review of new wall-mounted signage in the Brinley Avenue Historic District and affirmatively finds this action is in keeping with the Main Street Design Guidelines. The property is located at 200 S. Main Street, Yuma, AZ,

Proposed conditions delivered to applicant on: 10/03/23

Final staff report delivered to applicant on: 10/04/23

Applicant agreed with all of the conditions of approval on: 10/03/23

Attachments:

- A. Conditions of Approval
- B. Proposed Signage & New Wall Color
- C. Prior Proposals

Prepared By: *Robert M. Blevins* **Date:** 10/03/23
 Robert Blevins
 Principal Planner

Approved By: *Jennifer Albers* **Date:** 10/3/23
 Jennifer L. Albers
 Assistant Director of Planning

ATTACHMENT A
Conditions of Approval

The following conditions have been found to have a reasonable nexus and are roughly proportionate to the impact of the Design and Historic District Review Commission approval for the site.

Department of Planning and Neighborhood Services Comments: Alyssa Linville, Director (928) 373-5000, x 3037:

1. The conditions listed below are in addition to City codes, rules, fees and regulations that are applicable to this action.
2. The Owner's signature on the application for this land use action shall constitute a waiver of any claims for diminution in value pursuant to A.R.S. § 12-1134.

Community Planning, Robert M. Blevins, Principal Planner, (928) 373-5189:

3. All future exterior improvements, remodels, and/or changes for this property and all properties within the Aesthetic Overlay and/or historic districts must be reviewed and approved by the Design and Historic Review Commission before development may occur.

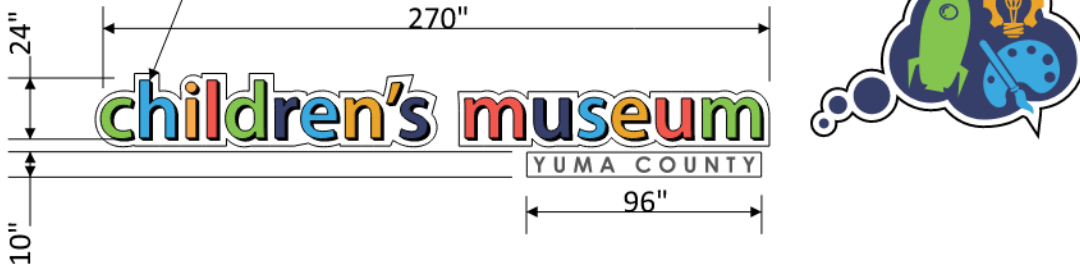
Any questions or comments regarding the Conditions of Approval as stated above should be directed to the staff member who provided the comment. Name and phone numbers are provided.

ATTACHMENT B
Proposed Signage & New Wall Color



PAINTED - not fabricated signage

Prefer ACM backer, but can be painted



SIGNAGE:

- Reduced size of letters to 24"
- "Thought bubble" logo to be painted rather than be fabricated signage
- Total square footage = 51.7 sq ft (includes channel letters and YUMA COUNTY)

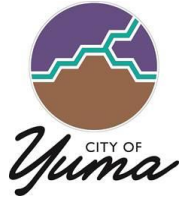
Dress Blues

ATTACHMENT C
Prior Proposals



5'(h) x 40'(w) aluminum composite sign decorated with premium vinyl to read CHILDREN'S MUSEUM in logo format and color (composed of 4 separate panels).





STAFF REPORT
TO THE DESIGN AND HISTORIC REVIEW COMMISSION
CASE #: DHRC-41884-2023
DEPARTMENT OF PLANNING AND NEIGHBORHOOD SERVICES
COMMUNITY PLANNING
CASE PLANNER: BOB BLEVINS

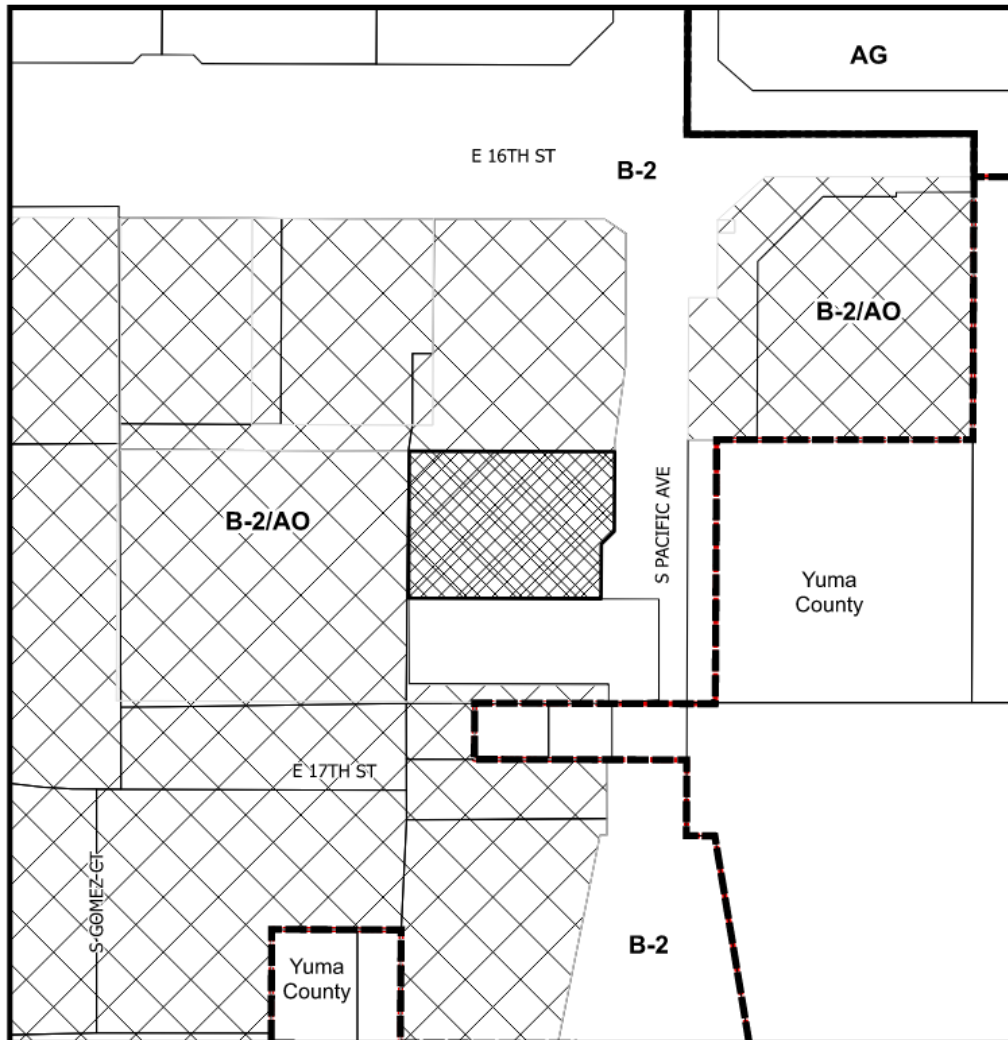
Hearing Date: October 11, 2023

Case Number: DHRC-41884-2023

Project Description/Location:

This is a request by Mike Hills of PHNX Design, LLC, on behalf of Yuma Plaza De, LLC, for design review for a new Burros and Fries restaurant in the General Commercial / Aesthetic Overlay (B-2/AO) District, for the property located at 1680 S. Pacific Avenue, Yuma, AZ.

Location Map:



Location Specific Information:

Aesthetic Overlay:	YES
Historic District:	N/A
Parcel Number:	665-40-032
Historic Listing Status:	N/A
Address:	1680 S. Pacific Avenue
Property Owner: Property Owner's Agent	Yuma Plaza De, LLC Mike Hills of PHNX Design, LLC
Zoning of the Site:	B-2/AO
Existing Land Use(s) on the Site:	Vacant
Surrounding Zoning and Land Uses:	
○ North:	B-2/AO: Armed Forces Recruiting Office
○ South:	B-2: Parking/Retention
○ East:	County C-2: Vacant
○ West:	B-2/AO: Homewood Suites
Related Actions or Cases:	Subdivision: Yuma Plaza (S2008-004; S2008-004-01); DR2007-023 (Sign Program); CUP-41733-2023 for drive-thru.
Land Division Status:	Parcel is a legal lot of record
Flood Plain Designation:	Zone X

Description of Proposed Project / Background / Use:**The Proposal:**

The proposed Burros and Fries restaurant will have an indoor floor area of 2,559 sq. ft. and an outdoor patio of 380 sq. ft. on a 39,524 sq. ft. lot in the Yuma Plaza Shopping Center. Some of the lot is already developed with infrastructure such as drive aisles, parking spaces with lighting, and a trash enclosure. The proposed restaurant site will be in the undeveloped middle area. The infrastructure was put in place in the past in anticipation of such a use and will remain as is.

History:

The new restaurant is on Pad 2 of the Yuma Plaza Shopping Center developed in 2007-2008.

Signs:

The Yuma Plaza Master Sign Program was adopted in 2007. For new building signs on a "Pad" requires:

Maximum sign square footage: 80% of building front linear footage.
Maximum letter height of 36 inches.
Minimum letter height of 12 inches.
10 inch spacing between rows of copy and from the top and bottom.
Maximum 15% of the façade.
Maximum 300 square feet of signage.
No limit on colors or style of block or script lettering.

The proposed signage meets these requirements.

Colors and Textures:

The Yuma Plaza Guidelines were put in place geared towards the large buildings with suites- and the hotel. The colors recommended were in the tan/brown/brick palette. The new Burros and Fries restaurant has a similar and complimentary color palette.

Rooftop Equipment Screening:

The Aesthetic Overlay (AO) requires any mechanical equipment located on the roof of the building to be hidden from view with sufficient parapets to obscure the view of the equipment when viewed from the ground. This proposal meets these requirements.

Staff Recommendation: Staff recommends **APPROVAL** of the new exterior design for Burros and Fries, to be located at 1680 S. Pacific Avenue in the General Commercial / Aesthetic Overlay (B-2/AO) District.

Suggested Motion: Move to **APPROVE** DHRC-41884-2023 as presented, subject to the staff report, and information provided during this hearing.

Effect of the Approval: By approving the request, the Design and Historic Review Commission is authorizing the request by Mike Hills of PHNX Design, LLC, on behalf of Yuma Plaza De, LLC, for design review for a new Burros and Fries restaurant in the General Commercial / Aesthetic Overlay (B-2/AO) District, for the property located at 1680 S. Pacific Avenue, and finds this action is in keeping with the Aesthetic Overlay Standards, and does not have an adverse effect on the property, surrounding properties, and the District as a whole.

Proposed conditions delivered to applicant on: October 2, 2023

Final staff report delivered to applicant on: October 4, 2023

Applicant agreed with all of the conditions of approval on: October 2, 2023

Attachments:

- A. Conditions of Approval
- B. Site Plan
- C. Elevations
- D. Color Board
- E. Rooftop Equipment Screening
- F. Aerial Photo

Prepared By: *Robert M. Blevins* **Date:** 10/02/23
Robert Blevins
Principal Planner

Approved By: *Jennifer L. Albers* **Date:** 10/2/23
Jennifer L. Albers
Assistant Director of Planning

ATTACHMENT A
Conditions of Approval

The following conditions have been found to have a reasonable nexus and are roughly proportionate to the impact of the Design and Historic District Review Commission approval for the site.

Department of Planning and Neighborhood Services Comments: Alyssa Linville, Director (928) 373-5000, x 3037:

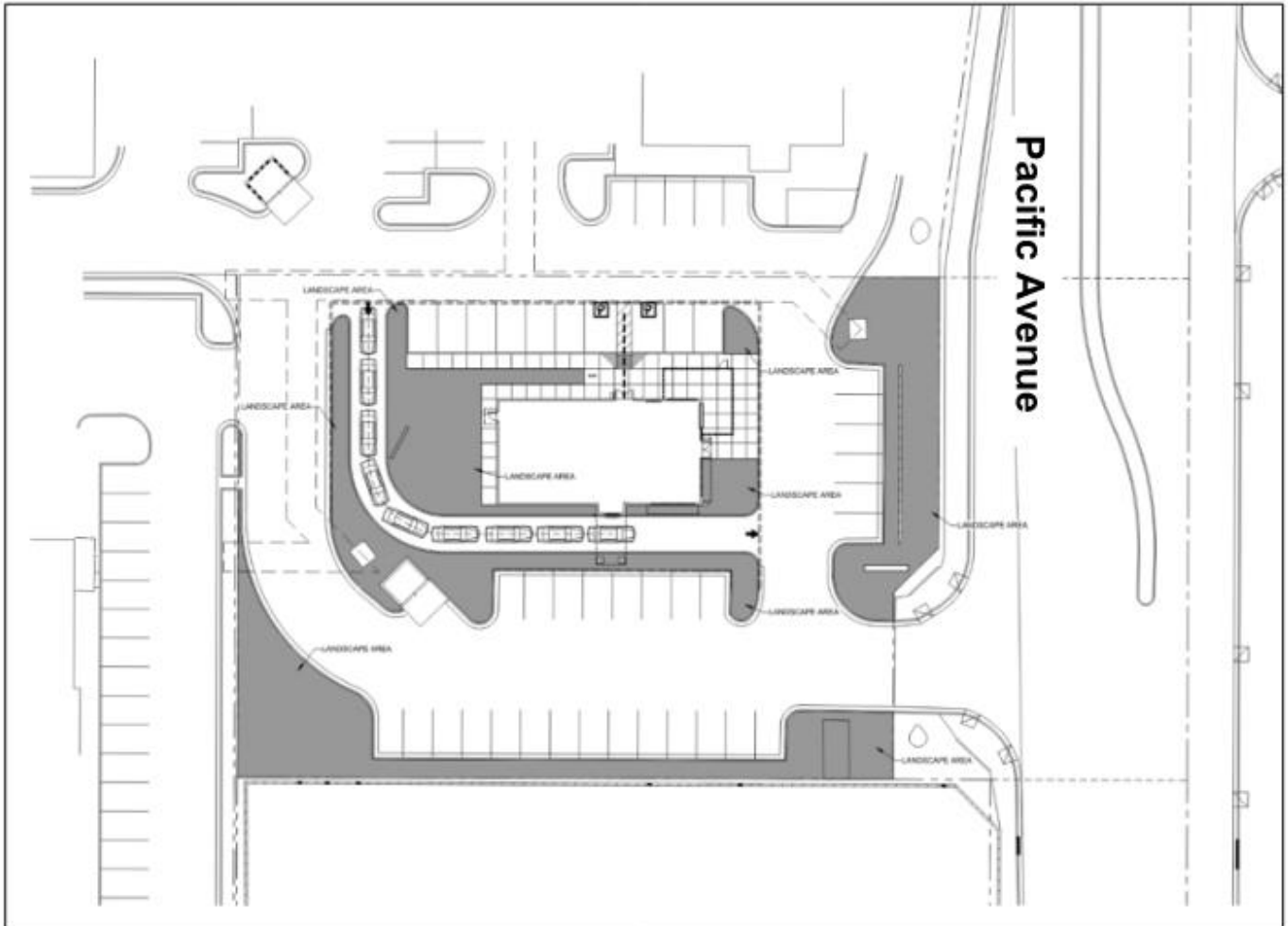
1. The conditions listed below are in addition to City codes, rules, fees and regulations that are applicable to this action.
2. The Owner's signature on the application for this land use action shall constitute a waiver of any claims for diminution in value pursuant to A.R.S. § 12-1134.

Community Planning, Robert M. Blevins, Principal Planner, (928) 373-5189:

3. All future exterior improvements, remodels, and/or changes for this property and all properties within the Aesthetic Overlay and/or historic districts must be reviewed and approved by the Design and Historic Review Commission before development may occur.

Any questions or comments regarding the Conditions of Approval as stated above should be directed to the staff member who provided the comment. Name and phone numbers are provided.

ATTACHMENT B
Site Plan



ATTACHMENT C
Elevations

EAST



NORTH



WEST



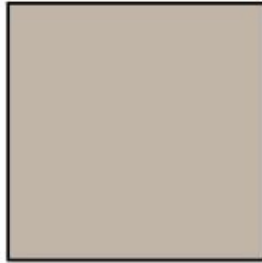
SOUTH



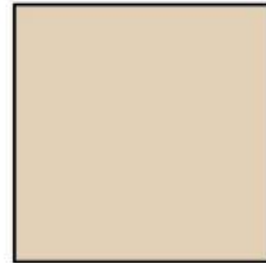
ATTACHMENT D
Color Board



8" X 4" X 16" BLOCK
VENEERMANUFACT: SUPERLITE
COLOR: #62.27.3 "AUTUMN"



SYNTHETIC STUCCO SYSTEM
FINISH SMOOTH SAND FINISH
PAINT COLOR: DUNN EDWARDS
DEC 751 "ASH GRAY"



SYNTHETIC STUCCO SYSTEM
FINISH SMOOTH SAND FINISH
PAINT COLOR: DUNN EDWARDS
DEC 754 "QUICKSAND" LVR 60



PARAPET CAP
PAINT COLOR: DUNN EDWARDS
DEA158 "NORTHERN TERRITORY"
LRV 7



STEEL CANOPY AND COLUMNS
METAL ROOF
MANUFACT: ATAS
COLOR: #03 "MEDIUM BRONZE"



STANDING SEAM METAL
MANUFACTURER: ATAS
COLOR: "MEDIUM BRONZE"



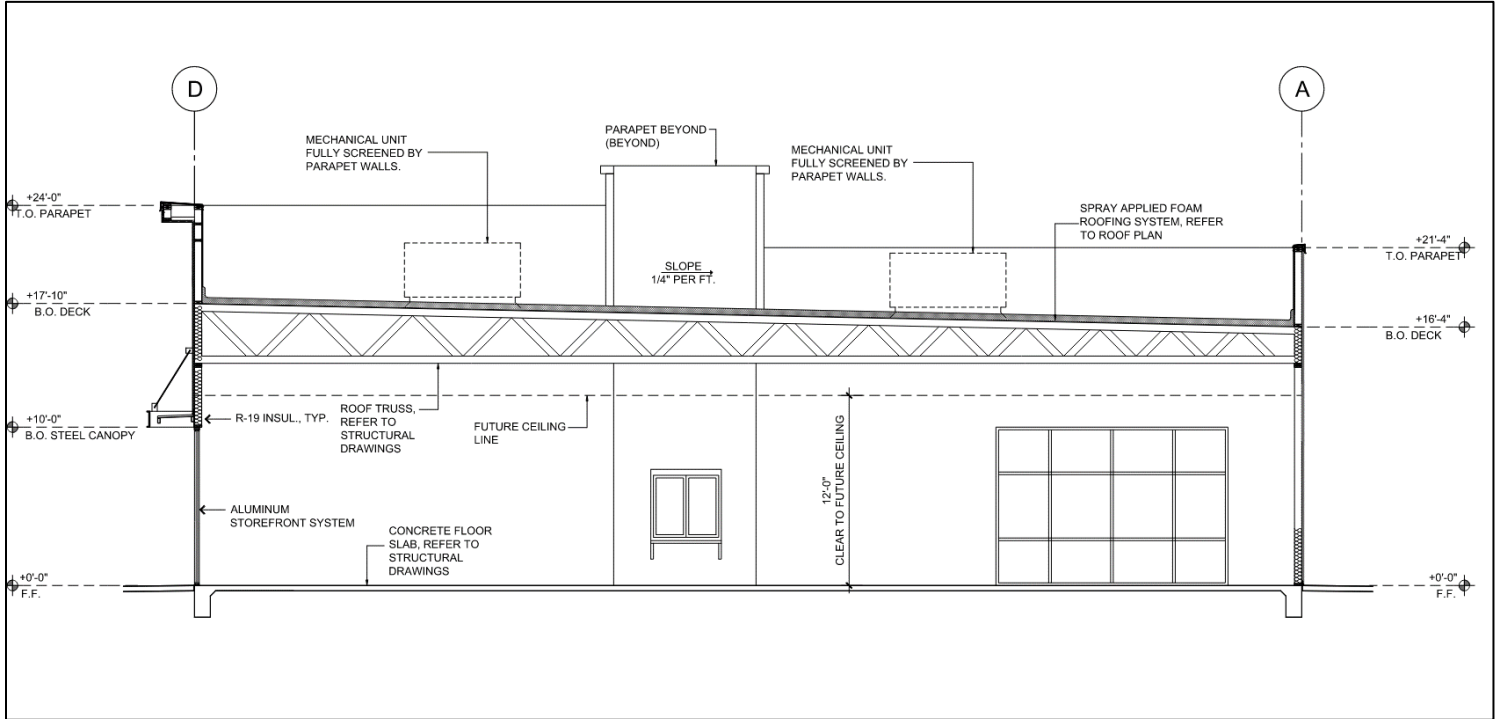
1" INSULATED GLAZING



ALUMINUM STOREFRONT
MANUFACT: KAWNEER
COLOR: DARK BRONZE

ATTACHMENT E

Rooftop Equipment Screening



ATTACHMENT F
Aerial Photo

